

# Mike McCarty

## designer & developer

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## Work Experience

### Interaction Designer

*Cengage Learning, 1 North State, Suite 900, Chicago, Illinois.*  
3/2010–present.

Duties include:

- Wireframing, information architecture, use case and user flow development, and prototyping for a suite of subscription research websites and related user tools in an agile environment
- Web interface visual design
- Front-end development, including HTML, CSS, and Javascript
- Usability test planning and analyzing
- Branding, art direction, and visual style guide creation

### Lead UI Designer

*Liquidus Marketing, 372 West Ontario, Suite 400, Chicago, Illinois.*  
3/2007–3/2010.

Duties include:

- Visual design including for proprietary applications, dynamic advertising solutions, and e-commerce sites
- Wireframing, information architecture, use case and user flow development for websites, online media units, and web applications
- Front-end development, including HTML, CSS, Javascript, and Actionscript, as well as back-end development and database integration using .NET and SQL
- Video On Demand digital television platform design
- Branding and art direction for new products and initiatives
- Email, print collateral, and tradeshow display design

### Graphic Designer

*The Simons Group, 303 East Wacker, Suite 1109, Chicago, Illinois.*  
7/2005–3/2007.

Duties include:

- Website design and front-end development using HTML, CSS, and Javascript
- E-newsletter design, development and distribution
- Design of newsletters, advertisements, brochures, sell sheets and other print collateral
- Working directly with clients and printers

### Graphic Designer (Senior Designer as of 1/2005)

*Ann Arbor Observer, 201 Catherine, Ann Arbor, Michigan.*  
7/2002–7/2005.

Duties include:

- Editorial design and layout, keylining, pre-flighting, and collection for press, including photo color correcting
- Advertisement design and prepress
- Website design and maintenance

## Education

University of Michigan, Ann Arbor, Michigan.  
BFA in Graphic Design. 9/1998–4/2002.  
Cumulative GPA 3.6

### Honors & Awards

Graduated magna cum laude  
Dean's List five of eight semesters  
Class Honors, 3/2000

## Skill Sets

- Interaction design, including wireframing, prototyping, information architecture, use case and user flow development
- Web and user interface visual design, with a focus on usability and user experience
- Front-end development, semantic HTML, CSS, and Javascript including frameworks and libraries such as jQuery
- Back-end development and integration using .NET or PHP and SQL
- Graphic and Web design application expertise including Photoshop, Illustrator, InDesign, Dreamweaver, Fireworks, and audio and video editing applications
- Flash design and development, including familiarity with Actionscript 2 and 3
- Product and branding development and management
- Strong working knowledge of both Mac and PC platforms

## References

Available upon request.